

Return this form to your
Regional Marketing Manager:



2004 Magazine and Brochure Section Advertising Co-op READER SERVICE FORM

Publications in Indiana Tourism Division's Cooperative Print Advertising Program offer Reader Service and/or Website Directory Reader Service to generate leads. All advertisers receive leads directly from the magazine or publication. Please fill out this form and return it to your Regional Marketing Manager with your sales contract and artwork.

CHECK THE PUBLICATIONS IN WHICH YOU ARE PARTICIPATING:

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> AAA Home and Away- Hoosier, Cincinnati, Louisville, Chicago | <input type="checkbox"/> AAA Midwest Traveler | <input type="checkbox"/> Frommer's Budget Travel | <input type="checkbox"/> Indianapolis Monthly |
| <input type="checkbox"/> Midwest Living | <input type="checkbox"/> Chicago Magazine | <input type="checkbox"/> Indianapolis Star Brochure Section | <input type="checkbox"/> Northern Ohio Live Brochure Section |

ADVERTISER NAME: _____

HOW DO YOU WISH TO RECEIVE YOUR LEADS? CHECK ONE PREFERENCE:

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Leads received on Mailing Labels
Pre-printed, self adhesive | <input type="checkbox"/> Leads received on Disk
Comma Delimited file on PC disk | <input type="checkbox"/> Leads received on BOTH
Labels and Disk | <input type="checkbox"/> Leads received via E-Mail
Comma Delimited file |
|---|--|--|--|

SEND LEADS TO: _____
(Individual contact name or E-Mail Address)

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

COPY FOR READER SERVICE LISTING*:

Headline and 15 words maximum for body copy. Do not include phone numbers and websites in listing copy.

HEADLINE: _____

BODY COPY: _____

PHONE NUMBER TO BE INCLUDED IN READER SERVICE LISTING + : _____

WEBSITE ADDRESS TO BE INCLUDED IN READER SERVICE LISTING + : _____

* Brochure Sections do not have reader service listings. Instead, advertisers' brochure numbers are listed in the reader response area.

+ Not every publication allows phone numbers and/or website addresses to appear in reader service listings.

All reader service copy has the possibility of being edited down by the publication.

Signature: _____ Date: _____

